

April 4, 2013

VIA ELECTRONIC MAIL

Ms. Julie Veach
Chief, Wireline Competition Bureau
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

**Re: Toll-free Number Exhaust Forecasting/ 844 Numbering Plan Area
Recommendation, CC Docket No. 95-155, and WCB Docket 12-260**

Dear Ms. Veach:

On June 27, 2012, SMS/800, Inc. (“SMS/800”) notified the Wireline Competition Bureau (“Bureau”) of its April 2012 study assessing utilization of toll-free numbers (“TFNs”). That study included a forecast exhaust of existing TFN resources then in service and available to the public. That letter and study was also filed in CC Docket No. 95-155.¹

On October 16, 2012, SMS/800, Inc. management and outside counsel met with Bureau Staff in order to further discuss the status of existing TFN resources and the criteria for exhaust.² In that meeting, Staff requested that SMS/800, Inc. provide a recommendation to the Bureau of adequate notice in which the industry could prepare for a new toll-free code opening. Accordingly, SMS/800, Inc. conducted a new study in order to fulfill that request. In a letter to the Bureau dated November 8, 2012, the company recommended that the Bureau notify the industry that the 90% in-use criteria for existing TFN resources will occur in the first calendar quarter of 2014 with full exhaust in the fourth calendar quarter of 2015.³

¹ <http://apps.fcc.gov/ecfs/document/view?id=7021980834>

² <http://apps.fcc.gov/ecfs/document/view?id=7022036467>

³ <http://apps.fcc.gov/ecfs/document/view?id=7022039164>

Subsequent to SMS/800, Inc.'s letter of November 8th, Staff requested a recommendation of a specific date on which the 844 NPA should be opened for industry use. On November 14, 2012, SMS/800, Inc. recommended that the FCC open the new toll free NPA on or about February 15, 2014.⁴

SMS/800, Inc. continuously monitors toll-free number reservation activity. Every week, the company reviews system generated reports that indicate the number reservation trends. Over the last month there has been a material increase in the number of toll free numbers reserved. This anomaly has resulted in a substantial reduction in the spare number pool. In fact, with this recent activity, there are 4.16 million toll-free numbers available or about 10.5% remaining in the existing supply. Since this level was not forecast to be reached until the first calendar quarter of next year, we are notifying the Bureau in order that this may be addressed expeditiously to avoid detrimental effects on the consumers of toll-free number resources.

SMS/800, Inc. believes that it would be in the public interest if the Commission release a public notice alerting the industry to the future opening of the 844 NPA.

Sincerely,



Gina Perini
Chief Administrative Officer and General Counsel
SMS/800, Inc.

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⁴ <http://apps.fcc.gov/ecfs/document/view?id=7022049296>